1. (Currently Amended) A method for displaying <u>program content</u> on a viewer information processing system with an interface to a display~~, a set of multimedia segments to form a multimedia presentation~~, the method comprising the steps of:

 receiving a play-list and program content from a program provider, wherein the play-list is a list of instructions for the rendering of one or more multimedia segments into a multimedia presentation;

 wherein the play-list is based on a user's demographics assembled by the program provider;

 wherein the play-list contains pointers to indicate where each of the <u>one or more</u> multimedia segments selected from a group of primary media sources is located;

 wherein the play-list contains a multimedia segment availability time when <u>each of</u> the <u>one or more</u> multimedia ~~segment~~ <u>segments</u> in the play-list is to be received prior to the time the multimedia segment is to be rendered;

 receiving<u>,</u> from the program provider<u>, at least one of</u> the <u>one or more</u> multimedia segments required by the play-list;

 determining if all the <u>one or more</u> multimedia segments required by the play-list have been received according to the multimedia segment availability time and in response to <u>at least one of the</u> one or more multimedia segments not being so received, then requesting one or more missing multimedia segments from a secondary media source different than the primary media source from which the <u>one or more</u> multimedia segments were previously requested but not received, wherein the secondary media source is selected from the group of secondary media sources consisting of a second broadcast channel, internet, and removable computer readable medium; and

 displaying the multimedia presentation on the display by rendering the <u>one or more</u> multimedia segments as directed by the play-list.

2. (Currently Amended) The method of claim 1 wherein the step of receiving <u>at least one of</u> the <u>one or more</u> multimedia segments includes storing at least one multimedia segment.

3. (Currently Amended) The method for displaying according to claim 1, wherein the step of receiving <u>at least one of</u> the <u>one or more</u> multimedia segments includes receiving at least one multimedia segment over a broadcast infrastructure.

4. (Currently Amended) The method for displaying according to claim 1, wherein the step of receiving <u>at least one of</u> the <u>one or more</u> multimedia segments includes receiving at least one multimedia segment from a computer readable storage medium.

5. (Currently Amended) The method for displaying according to claim 1, wherein the step of receiving <u>at least one of</u> the <u>one or more</u> multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

6. (Original) The method for displaying according to claim 5, wherein the step of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

7. (Currently Amended) The method for displaying according to claim 1, further comprising the step of:
 displaying the <u>one or more</u> multimedia segments from the information processing system on a television set.

8. (Currently Amended) The method for displaying according to claim 1, wherein the step of receiving <u>at least one of</u> the <u>one or more</u> multimedia segments includes receiving at least one multimedia segment which is an advertisement.

9. (Currently Amended) The method for displaying according to claim 1, wherein the step of receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment which is program content.

10. (Previously presented) The method for displaying according to claim 1, wherein the step of receiving a play-list includes receiving a play-list with a date when the multimedia segment is to be rendered.

11. (Currently Amended) A method for distributing program content from a program provider over a telecommunications infrastructure to a plurality of clients capable of receiving program content broken into a plurality of multimedia segments forming a multimedia presentation, the method on a program provider comprising the steps of:

       breaking program content into a plurality of multimedia segments;

       transmitting at least one play-list and program content to at least one client, wherein the play-list is a list of instructions for the rendering of one or more multimedia segments within the plurality of multimedia segments into a multimedia presentation;

    wherein the play-list is based on a user's demographics assembled by the program provider;

    wherein the play-list contains pointers to indicate where each of the one or more multimedia segments selected from a group of primary media sources is located;

    wherein the play-list contains a multimedia segment availability time when each respective multimedia segment within the one or more multimedia segment segments in the play-list is to be received prior to the time that the respective multimedia segment is to be rendered;

       determining if all the one or more multimedia segments required by the play-list have been received according to the multimedia segment availability time and in response to at least one of the one or more multimedia segments not being so received, then requesting one or more missing multimedia segments from a secondary media source different than the primary media source from which the one or more multimedia segments were previously requested but not received, wherein the secondary media

source is selected from the group of secondary media sources consisting of a second broadcast channel, internet, and removable computer readable medium; and

transmitting the one or more multimedia segments required by said play-lists that form the multimedia presentation.

12. (Previously Presented) The method of claim 11, where the program provider transmits at least one multimedia segment to at least one client prior to the multimedia presentation by the client.

13. (Previously presented) The method of claim 11, further comprising the step of:

grouping one or more clients receiving a play-list based on the demographics of the viewers of the multimedia presentation; and

wherein the step of transmitting at least one play-list includes transmitting the identical play-list to one or more clients based on the grouping.

14. (Currently Amended) The method of claim 11 for distributing program content, wherein the step of transmitting the one or more multimedia segments includes transmitting at least one multimedia segment on a computer readable storage medium.

15. (Currently Amended) The method of claim 11 for distributing program content wherein the step of transmitting at least one the one or more multimedia segment segments includes transmitting at least one multimedia segment over a cable network.

16. (Currently Amended) The method of claim 11 for distributing program content, wherein the step of transmitting the one or more multimedia segments includes transmitting at least one multimedia segment over a telecommunications network.

17. (Currently Amended) The method of claim 16, for distributing program content wherein the step of transmitting at least one multimedia segment segments over a

telecommunications network includes transmitting at least one multimedia segment on the Internet.

18. (Currently Amended) A computer readable medium comprising programming instructions for displaying program content on a viewer information processing system with an interface to a display, a set of multimedia segments to form a multimedia presentation, the programming instructions comprising

 receiving a play-list and program content from a program provider, wherein the play-list is a list of instructions for the rendering of one or more multimedia segments into a multimedia presentation;

 wherein the play-list is based on a user's demographics assembled by the program provider;

 wherein the play-list contains pointers to indicate where each of the one or more multimedia segments selected from a group of primary media sources is located;

 wherein the play-list contains a multimedia segment availability time when each of the one or more multimedia segment segments in the play-list is to be received prior to the time the multimedia segment is to be rendered;

 receiving, from the program provider, at least one of the one or more multimedia segments required by the play-list;

 determining if all the one or more multimedia segments required by the play-list have been received according to the multimedia segment availability time and in response to at least one of the one or more multimedia segments not being so received, then requesting one or more missing multimedia segments from a secondary media source different than the primary media source from which the one or more multimedia segments were previously requested but not received, wherein the secondary media source is selected from the group of secondary media sources consisting of a second broadcast channel, internet, and removable computer readable medium; and

 displaying the multimedia presentation on the display by rendering the one or more multimedia segments as directed by the play-list.

19. (Currently Amended) The computer readable medium of claim 18, wherein said programming instruction includes receiving at least one ~~of the one or more~~ multimedia ~~segment~~ segments prior to the presentation being displayed, and storing at least one multimedia segment.

20. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment over a broadcast infrastructure.

21. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment from a computer readable storage medium.

22. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment over a telecommunications network.

23. (Original) The computer readable medium according to claim 22, wherein the programming instruction of receiving at least one multimedia segment over a telecommunications network includes receiving at least one multimedia segment over the Internet.

24. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of displaying includes displaying the one or more multimedia segments from the information processing system on a television set.

25. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction for receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment of an advertisement.

26. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of for receiving at least one of the one or more multimedia segments includes receiving at least one multimedia segment of program content.

27. (Currently Amended) The computer readable medium according to claim 18, wherein the programming instruction of for receiving a play-list includes receiving a play-list with a date when the multimedia segment is to be rendered.

28. (Currently Amended) A viewer information processing system with an interface to a display for program content, for receiving a set of multimedia segments to form a multimedia presentation, the viewer information system comprising

      a receiver for receiving a play-list and program content from a program provider wherein the play-list is a list of instructions for the rendering of one or more multimedia segments into a multimedia presentation;

   wherein the play-list is based on a user's demographics assembled by the program provider;

   wherein the play-list contains pointers to indicate where each of the one or more multimedia segments selected from a group of primary media sources is located;

   wherein the play-list contains a multimedia segment availability time when the one or more multimedia segment segments in the play-list is to be received prior to the time the multimedia segment is to be rendered;

      a receiver for receiving at least one of the one or more multimedia segments from the program provider;

      means for determining if all the one or more multimedia segments required by

the play-list have been received according to the multimedia segment availability time and in response to <u>at least one of the</u> one or more multimedia segments not being so received, then requesting one or more missing multimedia segments from a secondary media source different than the primary media source from which the <u>one or more</u> multimedia segments were previously requested but not received, wherein the secondary media source is selected from the group of secondary media sources consisting of a second broadcast channel, internet, and removable computer readable medium;

a means for rendering the <u>one or more</u> multimedia segments into a <u>the</u> multimedia presentation as directed by the play-list; and

an interface to a display for displaying said multimedia presentation.

29. (Previously Presented) The viewer information processing system of claim 28, further comprising an interface to storage for storing at least one multimedia segment.

30. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a broadcast infrastructure.

31. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a computer readable storage medium.

32. (Original) The viewer information processing system according to claim 28, wherein the receiver has an interface to a telecommunications network.

33. (Original) The viewer information processing system according to claim 32, wherein the receiver interface to a telecommunications network includes an interface to the Internet.